

ABSTRACT OF THE DISCLOSURE

A universal and customizable elastomeric floor mat and a method of manufacturing the same. In general, the present invention provides a new and improved elastomeric mat that provides for modularized customization by including a blank receiving area in the base mat product. A separate insert component bearing the desired logo or customization is molded separately. The insert is then permanently installed into the receiving area to provide an integrated mat that has a high quality OEM appearance, while reducing the amount of tooling and inventory that has to be maintained for similar products in the prior art.